



Roar as one!



CLAREMONT FOOTBALL CLUB

STRATEGIC OVERVIEW

A MESSAGE FROM THE CLUB

The Claremont Football Club is the community hub of the western suburbs and home-away-from-home for our football families from the Great Southern and Kimberley.

Over our 97 year history we have had incredible successes and endured our share of challenges, culminating in the iconic institution we know today.

In recent years, the Club has been unwavering in its commitment to on field success, nurturing and investing in our community and player pathways, and ensuring our financial sustainability. This foundation has provided the platform for our new 2023-2025 Strategic Plan.



WHERE ARE WE NOW?

- Debt free. From a position of \$500k+ in the red at the completion of the new development in 2017
- A strong stable WAFL playing list with two WAFL Grand Final appearances in the last 3 years
- A WAFLW premiership in 2022 and state benchmark Female football programs which the club invests heavily in and is committed to developing into the future
- Industry leading player development programs delivering the most successful colts program of the last two decades
- New lighting being installed at Revo Fitness Stadium in 2023 - a first upgrade of its kind in decades
- An unrivalled function and events space that has generated over \$3mill in turnover since opening in 2017
- Strong connections to our regional zones in supporting football development and the player pathway, highlighted by the Great Southern Storm & Kimberley Spirit Program
- A passionate coterie of Patrons, Sponsors and Donors whom fund our strategy and ambitions as a club
- A loyal membership base that has grown by 38% over the last 5 years
- The support of our LGA with shared commitments to the growth and engagement of our community
- A strong accountable Board and dedicated Staff that drive the organisation forward



PURPOSE

OUR FOOTBALL CLUB EXISTS TO BE THE BEST IN OUR LEAGUE,
WHILE SERVING AND EMPOWERING OUR COMMUNITY.



VALUES

CONNECTION

WE HAVE A SHARED PURPOSE WITH
ALIGNMENT ACROSS OUR PROGRAMS
AND A DEEP AFFINITY WITH OUR
ZONES

CALIBRE

OUR PEOPLE, FACILITIES & PROGRAMS
ARE OF THE HIGHEST QUALITY, WE
TAKE PRIDE IN OUR BEHAVIOURS AND
PERFORMANCE

CARE

WE INVEST IN EACH OTHER - THE
CREST ON THE FRONT OF THE JUMPER IS
MORE IMPORTANT THAN THE NUMBER ON
THE BACK





STRATEGIC PILLARS

FOOTBALL

- WIN 1 WAFL & 1 WAFLW LEAGUE PREMIERSHIP
- WIN 2X RODRIGUEZ SHIELDS
- DEVELOP OUR OWN, PROMOTE FROM WITHIN - 80% ZONED TALENT
- DELIVER ELITE PROGRAMS INVEST 35% OF REVENUE INTO FOOTBALL PROGRAMS

PEOPLE

- CLUB ALIGNED UNDER A SHARED PURPOSE - ADOPTION OF STRATEGIC PLAN
- PROVIDE HOLISTIC SUPPORT & PD OPPORTUNITIES FOR STAFF ANNUALLY
- OUR PEOPLE ARE VALUED ADVOCATES - ACHIEVE 85% EMPLOYEE ENGAGEMENT SURVEY SCORE

FINANCE

- FINANCIAL SUSTAINABILITY - RECORD \$150K SURPLUS ANNUALLY
- BALANCED FOCUS ON CURRENT SUCCESS & HORIZONS - CASH RESERVES OF \$600K BY 2025
- DIVERSIFIED INCOME STREAMS - WAFC GRANTS TO BE LESS THAN 25% OF TOTAL REVENUE

FACILITIES

- OPTIMISE OUR TOTAL FACILITY'S CAPACITY - ALL TENANCIES LEASED
- MAINTAIN & IMPROVE OUR FACILITIES - COMPLETE LIGHTING UPGRADE & WOMENS CHANGEROOMS
- DELIVER QUALITY EVENTS & FUNCTIONS - 80% CUSTOMER SATISFACTION SURVEY

COMMUNITY

- DELIVER VALUE & GROW OUR MEMBERSHIP AND FAN BASE - 10% INCREASE MEMBERSHIP & SOCIAL MEDIA ENGAGEMENT P.A.
- EMBRACE & ACKNOWLEDGE OUR VOLUNTEERS - ESTABLISH RETENTION & REWARD PROGRAM
- CELEBRATE OUR HERITAGE & ENGAGE OUR PAST PLAYERS - DELIVER CENTENARY & HALL OF FAME PROJECTS



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